

New Medical Arts Center Nearing Completion Here

ANN LANDERS



It's a Real Bargain

Dear Ann Landers. I was interested in the letter from the young married woman who wrote that she was afraid to have a baby because she had heard so many horrible tales about the agony of labor pains.

Before my first child was born, I too, was petrified. I am sure my fear was a hangover from old movies showing women in labor, dripping with perspiration—clawing the bed linen and screaming for relief. I told my mother how frightened I was and she answered me in a simple sentence: "If having a baby is such a horrible experience why do so many women have more than one?"

My first delivery was no picnic but I kept remembering what my mother had said, and it was very comforting. When the nurse placed the little pink and white bundle into my arms a few hours later I forgot the hours of pain. I have had two babies since and they came much easier. I know now that everything has a price and child-bearing is no exception. I wouldn't trade those three tummy-aches for anything in the world.—MRS. C.M.

Dear Mrs.: The movie version of childbirth went out with tearing sheets and boiling water. New scientific techniques have eliminated most of the agony. Enlightened obstetricians prepare their patients emotionally as well as physically. Expectant mothers are told what to expect and why. This is very helpful since the fear of the unknown causes most of the tenseness and anxiety.

When one considers the pain suffered with no compensation whatever, childbirth turns out to be a real bargain.

Dear Ann Landers: The letter you printed recently about the little boy who stole some small change from the neighbor's kitchen windowsill brought to mind a story my mother used to tell. It has a moral worth passing on.

Mother's neighbor kept a bowl of candy on the dining room table for the children who came to visit. She also kept a dish of pennies near the candy. The moment a child left she counted the pennies. If any pennies were missing she would gossip about it to the neighbors.

I believe temptation-testing is rock-bottom. The person who makes stealing easy encourages dishonesty. Isn't this the most despicable form of immorality?

When I see merchandise displayed temptingly and no employe in sight it becomes clear to me why shoplifting is at an all-time high. Candy, gum, cigarettes and magazines piled near the door are an open invitation to "help yourself."

Please publish my letter and your comments.—O.W.F.

Dear O.W.F.: You are right—some people can stand anything but temptation. When we make it easier for someone to do the wrong thing rather than the right thing, we are in a sense setting a trap.

A good example of unwittingly encouraging stealing is leaving keys in the ignition of a car. The driver who plans to be gone only a few minutes places a heavy burden on teen-agers who love to drive a car—anybody's. Many a youth who had not set out to steal a car got the notion when he saw the keys dangling from the dashboard. The crime rate among juveniles has never been higher and irresistible temptation might well be cited as one of the causes.

Unsure of yourself on dates? What's right? What's wrong? Should you? Shouldn't you? Send for Ann Landers' booklets "Dating the's and how to," enclosing with your request 35c in coin and a long, self-addressed, stamped envelope.

Ann Landers will be glad to help you with your problems. Send them to her in care of the Press-Herald enclosing a stamped, self-addressed envelope.

© 1966, Publishers Newspaper Syndicate

\$2 Million Complex Nearly All Leased

The general decline in real estate activity is not apparent at the new \$2 million Torrance Medical Arts Center, 3640 Lomita Blvd., which is 93 per cent leased a month before opening.

Designed by Neil Stanton Palmer, A.I.A., and Associates,



CARL LaMARCA
Named Controller

Hi-Shear Appoints Controller

Carl LaMarca has been named controller of the Hi-Shear Corp., according to James C. Rome, vice president—finance and treasurer of the Torrance-based company.

LaMarca, chief accountant for the firm, will be in charge of purchasing, payroll, accounting, and industrial relations in his new position. He has been with Hi-Shear for three years.

A native of Jamestown, N.Y., he attended schools in New York state. LaMarca served two years in the U.S. Army.

He and his wife, Priscilla, live in West Los Angeles. He is a member of the American Management Association and the Palos Verdes-Torrance chapter of the National Association of Accountants.

Red Cross to Spend About \$118 Million

The American Red Cross will spend an estimated \$118,846,200 during the next fiscal year, its highest budget since World War II, according to a report reaching local Red Cross leaders this week.

Of this amount, an estimated \$47,470,000 will be allocated for Red Cross services to the Armed Forces—an increase of \$8.3 million over the amount spent for this purpose in the fiscal year 1964-65. The war in Viet Nam caused this sharp increase in the military program, which requires the largest single expenditure in the ARC budget.

Earlier this year, Red Cross here and across the nation were asked to raise \$9 million in a special emergency campaign to help replenish the drain on the national organization's emergency funds.

Palos Verdes Peninsula, the three-story medical specialties building will provide suites for 32 doctors, radiology, medical laboratory, pharmacy, and physical therapist. The building is located on a four and one-half acre site and contains 40,000 square feet of office space with room for expansion.

ACCORDING TO the project developer, John Sainsevain of Sainsevain Realty, Palos Verdes Estates, "The success of the project is due to the short time lag between concept and completion of the plans which made financing possible before the money market became tight last spring."

One of the most unusual features will be the children's "imagination" patios and play yards on the lower floor. There will also be balcony patios incorporated into many of the upper suites.

"We have tried to create a feeling of warmth through the use of textures and colors to get away from the typical institutional appearance of most medical buildings," Palmer said.

THE BUILDING is of masonry and steel construction, and the exterior is guillotine-face block. Visitors will see a specially-sculptured tile facade at the building's entrance.

The interior has lightweight concrete slab, quarry tile flooring, carpeting, acoustical ceilings, vinyl and wood paneling, two elevators and a music-intercom system. The building is all-electric with double duct, high velocity heating and air conditioning systems.

Maclsaac and Menke Co., Los Angeles, is the contractor.

Achievers To Attend Luncheon

The Bellflower Co., a Junior Achievement firm which makes a pendant and earring set, will receive its charter tomorrow from James E. Kenney, vice president and general manager of Pacific Telephone Co.'s Central Los Angeles area.

Pacific Telephone sponsors the company. The charter will be presented during a Los Angeles luncheon.

Members of the Junior Achievement firm who will be present for the ceremonies include Tom Hendricks of 4824 Carson St., Michael S. Coon of 2602 W. 179th St., Milburn Caparion of 3332 W. 182nd St., and Bill Gallwas of 16616 Patronella Ave.

Others are Terry Burnett, Chris Anding, and Roberta Rolfe, all of Manhattan Beach; Becky Rudd, Inglewood; Glenn Chandler, Hawthorne; Steve Parra, Redondo Beach, and Robert R. Andres, Gardena.

COUNT MARCO

Who Would You Call Darling?

HONOLULU — Even here in Hawaii, the land of romance, romance apparently can escape some women. **Quelle tragedie!** While sitting on the terrace of the Royal Hawaiian the other morning, I couldn't help overhearing a telephone conversation that went something like this:

A good-looking gentleman, who evidently had arrived on the late plane the previous night, eagerly picked up the phone and called a number. After a pause he said quite excitedly, "Good morning, darling."

I could hear the woman's voice at the other end asking peevishly, "What number are you calling?"

The crestfallen look on his

face told a sad tale. Had time taken such a toll on one woman?

Imagine a woman so unromantic that she thinks anyone who would greet her cheerfully with the word "darling" must have the wrong number.

A natural curiosity should have prompted her to at least say, "Who is it?" rather than assume that she is so far gone down the ladder of femininity that "darling" means a wrong number.

Romance is an attitude. If you are not mentally prepared for it, you'll never get any. That poor female is probably the kind who wears hair rollers and overloaded slacks most of her life. Consequently, her outlook is as

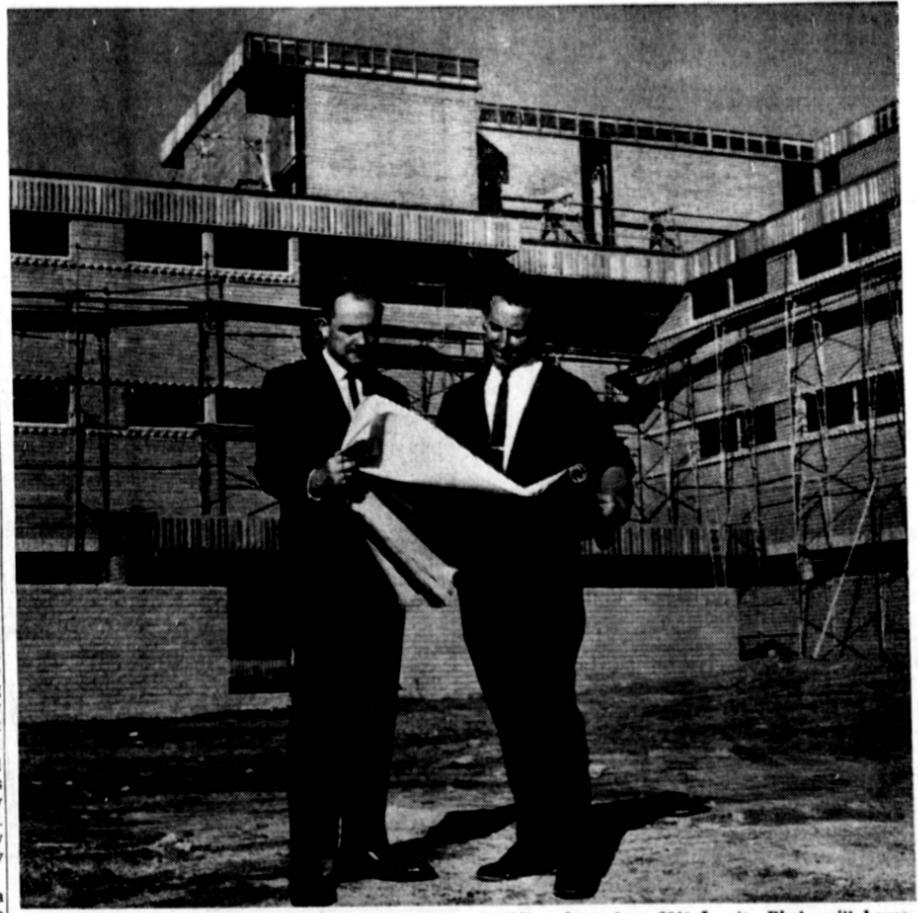
dull as her outward appearance.

Put some romance into your soul. At least once a day, you should be physically and mentally prepared to accept your rightful due of romance, whether it actually happens or not.

Beautify your thoughts and your personal appearance so that every time the phone rings, it could be that big romance calling you.

Think romance, be prepared for romance, and, who knows? The next time your phone rings, that surprise romantic figure out of your past may be calling you "darling."

Or, it could be that he thinks he has the wrong number.



NEARING COMPLETION . . . Going over last-minute details at Torrance Medical Arts Center are designers Neil Palmer and Ron Shuler. New \$2 million

building, located at 3640 Lomita Blvd., will house 32 doctors and other medical services when it opens next month.

Lectures On Mexico Scheduled

Mexico — land of manana, Montezuma, and sleepy peons dozing beside sun-baked cactus?

Not so, says the current lecture series, "Mexican Insights," to be featured by Torrance Evening High School beginning Tuesday, Jan. 10, at 7:30 p.m.

"Our closest neighbor is a much more complex country than standard cliches would indicate," declare Bill Sanford and Carl Green, veteran historians and travelers, who will present four illustrated lectures on consecutive Tuesdays at Torrance High School auditorium, 2200 W. Carson St.

Geared toward acquainting participants with the history, geography, and culture of Mexico as well as the "dos and don'ts" of situations likely to be encountered south of the border, the lecture series is designed to provide the audience with background necessary for a successful Mexican vacation, according to Raymond Collins, Adult Education Principal.

In addition to showing slides and artifacts collected during many years travel in Mexico, the lecturers will distribute printed information sheets with "tips for travelers."

Lecture topics include: "The Land and the People," Jan. 10; "Mexico in Historical Perspective," Jan. 17; "Beaten Paths of Life and Travel in Mexico," Jan. 24, and "Mexican Culture," Jan. 31.

Lecture tickets at \$1 for the entire series may be purchased in the adult education office, 2200 W. Carson St., in advance or at the door.

Your Second Front Page

Press-Herald

DECEMBER 28, 1966

C-1

Don't be Floored By Careless Move

Don't be floored by carelessness in an accidental fall during the holidays, Capt. Walter West, Torrance-Lomita Red Cross safety services chairman, warned today.

Accidental falls kill a surprisingly large number of people each year — 19,500 in 1965 — and leave many thousands of others with painful injuries.

The danger of falls increases sharply in the winter, according to Capt. West.

"IF YOU take normal precautions, especially on slippery surfaces, you can do much to avoid being listed as one of the 53 Americans who will die from falls every day this year," West said.

Falls strike most heavily in the upper age group — persons over 65 — and an unusual number happen in the comparative safety of the home, he said. Best safeguard against such an accident is a Red Cross first aid course which teaches accident prevention as well as emergency care of the injured.

Capt. West said that if attention was paid to the following rules it would greatly reduce the danger of falls in

and around the home and office:

Walkways: Loose objects such as toys, pencils and the like must always be picked up and spilled foods or liquids should be wiped away immediately. Uneven or worn linoleum or carpeting that could be a hazard should always be kept in repair. Be certain all walking surfaces are well lighted and any stairs have safety hand rails and guards at top and bottom to fend off young children. Above all, use proper footwear for the walking surface. You may be in high fashion with spike heels, but they are dangerous on slippery surfaces.

Ladders: Use proper step-ladders or stools of appropriate height to extend your reach and always keep a firm handhold while climbing. Don't use poor substitutes such as chairs, tables, or boxes. Check the ladder for proper repair of defects before using, and lock a step-ladder before climbing it. When using a leaning ladder, place it at a safe angle. The base should be out from the upright support about one-fourth the ladder's length. Be

sure it is placed on a secure, even surface so it won't slip or turn.

OTIHER GENERAL rules to follow include: provide and use sturdy hand-holds and rubber footmats in bathtubs and showers. When it is difficult to see, walk slowly and be extra alert for hazards. Don't carry objects that will block your vision. Have someone assist you in carrying large, bulky objects. When alighting from a car, wait until it stops completely before you get out.

Persons with special health problems, a tendency to faint or suffering from dizziness should take unusual care when moving about. Older persons should avoid sudden head movements that could result in a loss of equilibrium, especially when they are standing.

"Don't take a chance with falls," Capt. West urges, "and resolve to take a free Red Cross First Aid course in 1967."



NEW POST . . . Alfred S. Barkan of Torrance has been appointed assistant vice president and manager of the Sepulveda-National Office of Crocker-Citizens National Bank. Barkan joined the bank in 1953 as a teller and was promoted to assistant manager seven years ago.

This Santa Will Work All Year

"We try to play Santa Claus all year long," Walter L. Case, Goodwill Industries' executive vice president, said this week in explaining some little-known Goodwill Industries activities.

"Most people know of our work-therapy program financed by refurbishing cast-offs," he said. "We also serve as a collection agency for the types of things that can be done better by someone else,

although it frequently costs up money to do so."

The Boy Scouts, Girl Scouts, and Campfire Girls have programs for disadvantaged boys and girls. All uniforms that come to Goodwill are returned to these organizations. This includes most camping equipment.

Crutches, medical and surgical supplies go to lepro-sariums and hospitals, especially in Korea. Church World

Service distributes them, Case said.

Artificial arms and other types of prosthetic devices are sent overseas by CARE and refitted there. This includes orthopedic shoes.

Those Gideon Bibles that people carry off from Las Vegas frequently show up in Goodwill collection boxes. They are returned to the Gideons who take them to the federal penitentiary on Terminal Island.